

New Boom Developing In Air Conditioning

By REYNOLDS KNIGHT
Air conditioning manufacturers are hoping for a protracted early-summer hot spell and continuing strong sales of central air conditioners to improve their earnings picture this year.

Several cool springs and summers in recent years seriously impaired room air conditioner sales, which traditionally depend on very hot weather. Last year they fell to a five-year low of 1.5 million units.

MOST OPTIMISTIC trend in the industry is the increasing demand for central air conditioners, which reached peak sales level of 225,000 units in 1961, and should "top 260,000 this year," according to one prediction. A big factor in the jump in central air conditioning sales is the development of year-round central air conditioners by gas appliance manufacturers. The gas air conditioners have opened the gas heating market to central air conditioning sales; the gas units can provide heat in winter and cooling in summer.

Another important factor in the industry's future growth is the image that air conditioning has achieved. For many years it was considered a semi-luxury, but with the growth of personal income more and more families are considering the equipment a necessity. The market outlook is good too; only one in seven homes is air conditioned, the industry points out.

TEEN-AGE MARKET—With a spendable income estimated at between \$9 and \$10 billion annually, the nation's teen-agers represent a highly important segment of the market for U. S. manufacturers of apparel, cosmetics and grooming aids, writing instruments, sports equipment and a host of other products.

Vieng for the attention, good-will and patronage of some 17 million boys and girls in junior and senior high schools, a number of manufacturers sponsor very commendable promotional programs. One such program — The Scholastic Writing Awards — has become the nation's largest creative writing competition for students.

THE PROJECT conducted by Scholastic Magazines, Inc. and sponsored for the past eight years by the W. A. Sheaffer Pen Co., this year drew a record 160,000 entries in six classifications of writing including short story, essay, poetry and dramatic script. A total of 424 students in the U. S. and Canada, and in American schools in Great Britain, Germany and Japan won cash prizes totaling \$4,665, gold keys, merit certificates, and — of course — inscribed Sheaffer cartridge pens.

The Writing Awards program, a spokesman for the pen firm says, has been very instrumental in establishing Sheaffer as a better than two-to-one favorite among teenage buyers of fountain pens.

HITCHING A RIDE—Piggybacking, the transportation of truck trailers on railroad flatcars, has the potential to account for about 10 per cent of total rail carloadings by the end of 1965, a rail equipment official predicted recently at ceremonies marking a milestone for a product credited with spurring the growth of this transportation method.

"Piggybacking this year is accounting for about three per cent of all car-loadings, and is running more than 20 per cent ahead of last year," said Francis H. Boland, vice president of ACF Industries, Inc. and general manager of its American Car and Foundry division. He made this statement as ACF placed on public display in New York's Pennsylvania Station the 20,000th retractable trailer hitch made by the company for the piggyback field.

JOINING WITH ACF officials in the ceremonies was John E. Wightman Jr., general manager of Trailer Train Co. (of Philadelphia), a major user of ACF hitches. Trailer Train owns a fleet of 10,200 flatcars which supply the piggyback needs of its 34 railroad owners-members. Mrs. Wightman said the ACF hitch brought standardization to the field as well as adequate cushioning and reliable trailer securement, and has been a very important fac-

tor in the progress of piggybacking.

The ACF product is used today in about 90 per cent of all trailer tie-down applications.

THINGS TO COME — A water-purifier unit that can be easily attached to kitchen sink plumbing has been developed; the filter uses its own faucet, has a special purifying cartridge that lasts three months and can be changed easily, the maker says. . . . A lightweight (36 pounds) electric lawn mower that is easy to use and can be stored "flat" against a wall is on the market. . . . A handy gadget for the home bar: a glass chiller that frosts a dozen glasses at a time in less than two minutes, was introduced recently by a California firm.

BAROMETER RISING—The cost-of-living index, an accurate barometer of inflationary trends, set another record in April for the third straight month. Consumer prices edged up 0.2 per cent, and the value of \$10 bill declined another penny, according to the latest government report.

Most federal officials anticipated a "non-inflationary" increase of from 1.5 to 2 per cent in consumer prices during the year, but the increases in the last three months of the year already equal the cost-of-living increase for the entire 12 months of 1961. Biggest factor in the April increase: a jump in used car prices.

BITS O' BUSINESS — Construction contracts for April rose 17 per cent over the like period a year ago; strongest increase occurred in residential construction.

DELINQUENT TAX LIST—1962

DELINQUENT TAX LIST FOR THE COUNTY OF LOS ANGELES STATE OF CALIFORNIA

NOTICE
Pursuant to Sections 2291 through 2295, Revenue and Taxation Code, the delinquent tax list and the Addenda thereto in and for the County of Los Angeles, State of California, has been divided and distributed to various newspapers of general circulation published in said county, for publication of a portion thereof in each of said newspapers.
Notice is hereby given that unless the total amount due for taxes, assessments and other charges levied in the year 1961 for the fiscal year 1961-1962 on any property, shown as below in dollars and cents opposite the description of the property, is paid before 5 o'clock P.M., June 27, 1962, the real property on which such amounts are a lien (except real property previously sold to the State and not redeemed) will be operation of law sold to the State of California at such time in the office of the Tax Collector at 225 North Hill Street, Los Angeles 12, California.
Attention is hereby directed to the Addenda to this published delinquent tax list. Property listed in this Addenda and heretofore sold to the State, will, on the 2nd day of July, 1962, at 8 o'clock A.M. in the office of the Tax Collector at 225 North Hill Street, Los Angeles 12, California, be deeded to the State unless sooner redeemed or docketing is postponed as provided by law.
Dated this 1st day of June, 1962.
HAROLD J. OSTLY,
Tax Collector of the County of Los Angeles.

DELINQUENT TAX LIST
No. Name and Description Amount
708-4-6—Johnson, Thelma E., Torrance Tract, Lot 1, Blk 61—\$17.25
708-4-12—Lawless, Robert J., Lucille, Torrance Tract, Lot 12, Blk 61—\$14.47
708-11-29 — Kameyer, Earl J. & Bettie C., Torrance Tract, Lots 5 and 6, Blk 12—\$18.15
708-12-7 — Torrance Safe Deposit Box Corp., Torrance Tract, Lot 7, Blk 8—\$12.99
708-12-8 — Torrance Safe Deposit Box Corp., Torrance Tract, Lot 8, Blk 8—\$12.99
708-12-23—Baldwin, Robert J. & Nellie I., Torrance Tract, Lot 2, Blk 12—\$12.47
708-14-11 — Lossin, Irving M. (Exec. Clinchale, Anna C., Est. of Decd.), Torrance Tract, Lot 14, Blk 14—\$14.47
708-15-24—Wright, Delmar L., Torrance Tract, Lot 9, Blk 17—\$17.74
708-16-1 — Mowry, Katherine A., Torrance Tract, Lot 1, Blk 21—\$21.55
708-16-37—Lovelady, Vern T. & Annie L., Torrance Tract, Lot 18, Blk 25—\$17.81
708-16-41—Davidson, R. Blair & Dorothy L., Torrance Tract, Lot 22, Blk 25—\$16.04
708-18-24—Hildebrand, Carl F. & Hazel D., Torrance Tract, Lot 19, Blk 25—\$15.93
708-19-23—King, Erwin A. & May D., Torrance Tract, Lot 13, Blk 52—\$21.42
708-21-18—Sherman, Robert J. & Lorraine E., Torrance Tract, Lot 18, Blk 55—\$20.89
708-21-25—Purcell, Richard J. & Margaret H., Torrance Tract, Lot 3, Blk 57—\$32.91
708-21-25—Schumacher, Myrtle C., Torrance Tract, Lot 12, Blk 59—\$45.26
708-23-14—Schumacher, Myrtle C., Torrance Tract, N 25 ft of Lot 14, Blk 59—\$29.27
708-23-29 — Gordon, Margaret M. and Ellen M., Torrance Tract, Lot 28, Blk 59—\$36.41
708-25-1 — Savatn, Frank S. & Marguerite M., Torrance Tract, Lot 1, Blk 62—\$21.11
708-25-31 — Berry, Charles T. & Georgia I., Torrance Tract, Lot 9, Blk 61—\$11.89
708-25-33 — Butcher, Dan E. & Mary F., Torrance Tract, Lot 11, Blk 61—\$23.48
708-26-1 — Garcia, Pedro & Helen, Torrance Tract, W 50 ft of Lot 1 and 2, Blk 62—\$36.72
708-26-7—Almeida, Mary A., Torrance Tract, Lot 7, Blk 62—\$12.54
708-27-29—Giles, Francis & Edna M., Torrance Tract, Lot 7, Blk 68—\$27.26
708-28-26—Isleb, Louise M., Torrance Tract, Lot 26, Blk 69—\$19.63
708-29-2 — Gunaley, Edwin M. & Helen A., Torrance Tract, Lot 2, Blk 70—\$29.94
708-29-2—Gunaley, Edwin M. & Helen A., Torrance Tract, Lot 3, Blk 70—\$29.94
708-29-18—Delphia, Arthur C. & Hattie I., Torrance Tract, Lot 1, Blk 70—\$22.23
708-31-2—Moore, Cecil D. (Adm.), Torrance Tract, Lot 2, Blk 72—\$13.27
(Continued on Page 50)



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HOMEMADE **BAKED BEANS**
reg. **29¢** pint
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